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Attorney's Docket No.: 13159-012001

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-44. (Canceled)

45. (Currently Amended) A method of altering information displayed on an operable, designated data input area of a data input device, the method comprising

providing a data input device with ~~multiple~~ one or more data input areas having visible labels associated with the input areas; [[and]]

selling display time on a first one of the data input areas to a third party; and

transmitting a signal including data associated with the third party ~~over a wireless network~~ to the data input device from a remote location to alter the visible label of ~~at least one~~ the first one of the data input areas of the data input device in response to the signal.

46. (Original) The method of claim 45 wherein the data input area of the altered label contains a field-stable electrophoretic ink, the signal causing a field to be passed through selected regions of the field-stable electrophoretic ink to alter a visual characteristic of the ink to alter the graphic label.

47. (Original) The method of claim 45 wherein the altered visible label contains one of advertisement, location, time or subscription-specific information.

48. (Currently Amended) The method of claim 45 wherein the signal is transmitted to the input device over a cellular or other wireless network or communication system ~~is a cellular network~~.

49. (Original) The method of claim 45 wherein the label is altered as a function of subscriber services selected by a user.

50. (Original) The method of claim 45 further comprising, prior to transmitting said signal, receiving a label-triggering signal from the data input device.

51. (Original) The method of claim 45 wherein the label is altered intermittently.

52. (Original) The method of claim 51 wherein the label is altered intermittently to provide a series of graphics identifying third parties accessible by manipulating the data input area associated with the label.

53. (Original) The method of claim 45 wherein the transmitted signal provides data to identify both a series of graphics and key functions associated with each graphic.

54. (Original) The method of claim 45 wherein the transmitted signal activates a graphic already resident in memory within the device.

55. (Original) The method of claim 45 wherein the signal includes data describing a graphic previously unknown to the device.

56. (Original) The method of claim 45 wherein the data input areas are exposed surfaces of manipulable keycaps.

57. (Original) The method of claim 56 wherein the input device is a keypad, and wherein the keycaps are manipulated by a user to depress the keycaps relative to the keypad.

58-59. (Canceled)

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60. (New) The method of claim 45, further comprising altering the visible label on the first one of the data input areas to display content associated with the third party based on data provided by the signal.

61. (New) The method of claim 60, wherein the content comprises advertising or promotional information associated with the third party.

62. (New) The method of claim 60, wherein the content comprises a graphic associated with a contest being promoted by the third party.

63. (New) The method of claim 62, wherein feedback from the first one of the data input areas can be used to enter the contest.

64. (New) The method of claim 60, further comprising altering functionality of the first one of the data input areas to provide access to products or services offered by the third party based on data provided by the signal.

65. (New) The method of claim 60, further comprising altering a functionality of the first one of the data input areas to provide direct access to the third party based on data provided by the signal.

66. (New) The method of claim 45, further comprising selling display time on a first one of the data input areas to multiple third parties; and

intermittently altering the visible label of the first one of the data input areas to display content associated with each of the multiple third parties based on data provided by the signal.

67. (New) The method of claim 66, further comprising altering functionality of the first one of the data input areas substantially contemporaneously with the visible label based on data provided by the signal.

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68. (New) The method of claim 66, further comprising intermittently altering functionality of the first one of the data input areas to provide intermittent access to each of the multiple third parties based on data provided by the signal.

69. (New) The method of claim 66, further comprising intermittently altering functionality of the first one of the data input areas to provide intermittent access to products or services offered by each of the multiple third parties based on data provided by the signal.

70. (New) A method of promoting products or services on an operable, designated data input area of a data input device, the method comprising

providing a data input device with one or more data input areas having visible labels associated with the input areas;

selling display time on at least one of the data input areas to a third party; and

transmitting a signal to the data input device from a remote location to alter the visible label of at least one of the data input areas to display graphics promoting one or more products or services offered by the third party.

71. (New) The method according to claim 70, wherein the visible label of at least one of the data input areas is altered intermittently, based on data provided by the signal, to sequentially display several products or services offered by the third party.

72. (New) The method according to claim 71, wherein functionality of the at least one of the data input areas is altered substantially simultaneously with the altering of the visible label.

73. (New) The method according to claim 70, wherein the signal provides data to alter a functionality of at least one of the data input areas to provide direct access to one or more products or services offered by the third party.

74. (New) The method according to claim 70, wherein the data input areas are exposed surfaces of manipulable keycaps.

75. (New) A method of promoting products or services on an operable, designated data input area of a data input device, the method comprising

providing a data input device with one or more data input areas having visible labels associated with the input areas;

selling display time on at least one of the data input areas to multiple third parties; and

transmitting a signal to the data input device from a remote location to intermittently alter the visible label of at least one of the data input areas to sequentially display a series of graphics promoting one or more products or services offered by each of the multiple third parties.

76. (New) The method according to claim 75, wherein functionality of the at least one of the data input areas is altered substantially contemporaneously with the visible label to provide direct access to one or more products or services offered by each of the multiple third parties.

77. (New) The method according to claim 75, wherein the data input areas are exposed surfaces of manipulable keycaps.

78. (New) A method of altering information displayed on an operable, designated data input area of a data input device, the method comprising

providing a data input device with one or more data input areas having visible labels associated with the input areas;

transmitting a signal to the data input device from a remote location to alter the visible label of a first one of the data input areas of the data input device in response to the signal; and

altering functionality of the first one of the data input areas to provide access to products or services offered by a third party based on data provided by the signal.

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79. (New) The method of claim 78, further comprising altering the visible label on the first one of the data input areas to display content associated with the third party based on data provided by the signal.

80. (New) The method of claim 79, wherein the content comprises advertising or promotional information associated with the third party.

81. (New) The method of claim 79, wherein the content comprises a graphic associated with a contest being promoted by the third party.

82. (New) The method of claim 81, wherein feedback from the first one of the data input areas can be used to enter the contest.

83. (New) The method of claim 79, further comprising altering a functionality of the first one of the data input areas to provide direct access to the third party based on data provided by the signal.

84. (New) A method of altering information displayed on an operable, designated data input area of a data input device, the method comprising
    providing a data input device with one or more data input areas having visible labels associated with the input areas;
    transmitting a signal to the data input device from a remote location to alter the visible label of a first one of the data input areas of the data input device in response to the signal; and
    altering a functionality of the first one of the data input areas to provide direct access to a third party based on data provided by the signal.

85. (New) The method of claim 84, further comprising altering the visible label on the first one of the data input areas to display content associated with the third party based on data provided by the signal.

86. (New) The method of claim 85, wherein the content comprises advertising or promotional information associated with the third party.

87. (New) The method of claim 85, wherein the content comprises a graphic associated with a contest being promoted by the third party.

88. (New) The method of claim 87, wherein feedback from the first one of the data input areas can be used to enter the contest.